



Outreach and Engagement

Maryland Patient Centered Medical Home Program
Workgroup meeting June 16, 2010



Three Primary Target Audiences

- Primary Care Providers
- Employers
 - Government
 - Self-insured employers
- Patients



Primary Care Provider Goals and Objectives (Recap)

- Goal – Provide successful outreach and provider engagement to ensure a diverse set of 50 practices in Maryland are available to join the pilot.
 - Short-term Objectives (Until October 2010) –
 - Announce pilot details and implementation timeline.
 - Ensure provider attendance at the six symposia in June and July.
 - Provide ongoing updates, continuing outreach and responses to questions between now and October in addition to the symposia.
 - Obtain expressions of interest from 200 primary care practices throughout Maryland by September 2010 and applications by October 2010
 - Family practice, internal medicine, pediatrics, geriatrics, nurse practitioners



Outreach Activities (Providers)

- Distribute PCMH print materials.
 - Channels- Merck, AAFP, ACP, MedChi, AAP, MACHC, CHIP, etc.
- Develop provider website.
 - Visit – <http://mhcc.maryland.gov/pcmh>
- Present at various professional conferences, e.g., AAFP;
- Plan six regional symposia to inform providers about the details of the PCMH Pilot and answer questions;
- Create ongoing channels of communication to distribute updates and answer questions;
- Develop comprehensive provider engagement strategy targeting specific provider segments.



Employers

Goals and Objectives

- Goal – Engage key large self-insured employers based in Maryland to ensure their participate in the pilot.
 - Objectives-
 - Collect lessons learned on employer engagement activities from other state PCMH programs, PCPCC experiences, and employee health programs.
 - Develop an employer outreach strategy targeting large employers in Maryland, e.g., State and local employees and large employers headquartered in MD with ASO plans.
 - Partner with business associations to communicate the benefits of the PCMH Pilot.
 - Identify “ambassadors” to share the key messages regarding the PCMH Pilot with businesses throughout the State.



Potential Outreach Activities (Employers)

- Develop outreach materials highlighting the benefits of PCMH to employers.
- Hold employer meetings on the benefits of the PCMH Pilot.
- Present the principles and benefits of the PCMH Pilot at employer meetings.
 - E.g., Mid-Atlantic Business Group on Health Annual Meeting in November



Patients

Goals and Objectives

- Goal – Ensure at least 50% of selected PCP's patient panel participates in the PCMH Pilot.
 - Objectives-
 - Collaborate with selected PCMH Pilot practices to develop PCMH patient materials.
 - Develop an opt-out letter informing patients of their practice's participation in the PCMH Pilot and their ability to opt-out of the Pilot.
 - Develop a consumer website portal highlighting what to expect from a PCMH Pilot practice as well as FAQs.
 - Create a public relations campaign to create awareness of the PCMH pilot.



Next Steps

- Circulate provider and employer PCMH Pilot outreach and engagement strategies.
- Obtain feedback on the PCMH provider website.
- Solicit subgroup ideas on additional outreach activities.
- Identify additional opportunities to share information on the PCMH Pilot with Maryland employers.
- Begin planning for patient outreach endeavors.
- Schedule future outreach and engagement subgroup meeting.



To volunteer for the Outreach and Engagement Committee
or if you have any suggestions please contact:

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